

CITY OF HILLSBORO HILLSBORO ARTS & CULTURE COUNCIL AGENDA Wednesday, January 23, 2013

**4:00 PM
Walters Cultural Arts Center**

**Public Meeting
527 E Main Street**

Assistive Listening Devices (ALD) and sign language interpreters are available, at no cost, and can be scheduled for this meeting. Please provide at least 72 hours notice prior to the meeting. To obtain these services, call (503) 615-3497 or TTY (503) 681-6284.

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|------|--|-------------------------|
| 4:00 | Call to Order & Welcome:
Chair: BJ Jeddeloh | <i>Jeddeloh</i> |
| 4:05 | I. Approval of the Minutes:
November 28, 2012 | <i>Jeddeloh</i> |
| 4:07 | II. Appointments and Presentations:
A. Recognition of new officers
B. Presentation of new members
C. Recognition of former members

III. Meeting Adjourned. | <i>Jeddeloh</i> |
| 4:10 | I. Call to Order & Welcome:
Chair: Elizabeth Oberlin | <i>Oberlin</i> |
| | III. Reports and Presentations | |
| 4:10 | A. Report on Refreshments | <i>Otani</i> |
| 4:15 | B. Update on Endowment | <i>McKenna/Scheller</i> |
| 4:20 | C. Update on Arts Summit | <i>Chapin</i> |
| 4:30 | D. Discussion of City budget allocation to Bag & Baggage Productions | <i>Caravaca</i> |

4:50	E.	2 nd Quarter Budget Report	<i>Chapin</i>
4:55	F.	Report on Social Media Workshop	<i>Hill</i>
5:00	G.	Update on Public Art	<i>Otani</i>
5:20	H.	Update on Community Arts & Culture Grants	<i>Chapin</i>

IV. Old Business:
None Scheduled

V. New Business:
None Scheduled

VI. Other Business:
None Scheduled

5:25	VII. Announcements and Information Items:	<i>Oberlin</i>
	A.	Hillsboro Arts & Culture Summit, February 21, 2013
	B.	HACC Workshop: Grant Writing for Success: Tools & Techniques with Gigi Rosenberg, Thursday, February 7, 4 – 6 pm
	C.	Thank you note from Bag & Baggage
	D.	Media Articles:
	a.	"Hillsboro's Michael Brown advocates for city subsidy of nonprofit theater group," <i>Hillsboro Argus</i> , January 8, 2013
	b.	"Bag & Baggage teams with puppet theater for 'The Velveteen Rabbit,'" <i>Oregonian</i> , December 4, 2012
	c.	"'Nuncrackers' musical pokes good-humored fun at holidays," <i>Oregonian</i> , November 30, 2012
	d.	"Hillsboro's Oregon Chorale builds heavenly harmony for its holiday concert, <i>Hillsboro Argus</i> , November 27, 2012
	E.	Open time for HACC member announcements

5:30 **VIII. Meeting adjourned.**

**HILLSBORO ARTS & CULTURE COUNCIL
REGULAR MEETING
MINUTES
November 28, 2012 – 4 PM**

Call to Order and Welcome

Chair BJ Jeddeloh called the meeting to order at 4:00 PM.

HACC members present: Chair BJ Jeddeloh, Vice Chair Elizabeth Oberlin, Marilynn Helzerman, Lynn Scheller, Jodi Nielsen, Carol Loughner, Debby Garman, Bernd Kuehn, Cindy Dauer, Deborah Clarke, Julie Wilson, Marcia Arganbright

HACC members absent: Doug Sellers, Mitch Dickinson

Staff present: Wayne Gross (Interim Parks and Recreation Director), Cristina Caravaca (Cultural Arts Program Manager), Maggie Chapin (Cultural Arts Program Supervisor), Katrina Hill (Cultural Arts Facility Supervisor), Valerie Otani (Public Arts Program Supervisor), Bridie Harrington (Cultural Arts Program Supervisor), Gail Waibel (Recorder)

Visitors: Janel McKenna (HFC Director of Advancement)

I. Approval of Minutes:

October 24, 2012 – Regular Session. Motion by Helzerman, seconded by Scheller, to approve the minutes as presented. The motion passed by unanimous vote.

II. Good of the Order:

A. Otani noted that the refreshments included traditional Jewish foods served in honor of Hanukkah Festival of Lights. The refreshments included donuts from Sesame Donuts with a location at the Hillsboro Main Library.

III. Reports and Presentations:

A. Acknowledgement of off-going members - Jodi Nielsen, Marilynn Helzerman, Julie Wilson. Chair Jeddeloh expressed appreciation to the off-going HACC members and noted their countless hours volunteering for HACC. She personally thanked each one for their service indicating they will be missed. Helzerman responded she has enjoyed every minute serving on HACC.

B. Introduction of new staff - Bridie Harrington, Cultural Arts Program Supervisor for the Walters Cultural Arts Center

Caravaca introduced Bridie Harrington, recently hired as Cultural Arts Program Supervisor to fill the position previously held by Carl Annala. Caravaca explained Harrington's role to supervise the WCAC gallery, education and concert programs. Harrington provided a background of her involvement in arts and education and employment history. She is thrilled to be with the City and very passionate about arts in the community. She is excited about meeting everyone and working alongside the HACC. Caravaca commended Harrington on the fabulous job she is already doing.

C. Update on Endowment

Scheller reported that the Endowment Committee and staff are in process of calling in all of the endowment pledges and hope to have it be completed by the end of the year. The Endowment Campaign Committee is being re-evaluated and expanded. The current members have agreed to remain on the committee and they are proposing to add four additional members from the HACC or from the community. Three more small-group informational gatherings are proposed but dates are not yet firm. The committee will continue with the information gatherings and encouraged HACC members to forward names of potential participants to Scheller.

The first donor recognition event is planned for January 25 in conjunction with a concert at the Cultural Arts Center.

D. Report on HCF & OCF Stakeholder's Breakfast

McKenna provided an update on the Stakeholder's breakfast indicating of the 101 responses, 96 people attended. The breakfast was donated by Rick VanBevren of Reedville Catering. The brochure "*Hillsboro Arts & Culture Endowment - Look Forward, Give Back to the Arts*" was distributed and it was noted that the brochure printing was an in-kind donation by Lithtex Printing. McKenna said the breakfast was a good launch of the HCF Legacy Program. HCF is asking people to complete their pledges by the end of the year and will follow-up with those people who attended the breakfast. Information on the endowment is available at <http://hillsborocommunityfoundation.org>. McKenna noted the widespread news coverage of the launch of the Legacy Program and the Arts and Culture Endowment. Organizations will be able to link to the HCF Legacy Program page and information about how interested donors can give to them will be available there. The criteria for organizations to be linked to the HCF Legacy Program webpage were discussed and McKenna said the criteria is that the organizations must be located in Hillsboro and hold 501(c) 3 status, as well as being supporters of the Arts Endowment program. Caravaca indicated staff would send list organizations that have been given grants through HACC for inclusion on the website. Chair Jeddelloh praised the work being accomplished indicating the Legacy Endowment Program is going ahead "one step at a time".

E. Report on Leadership Summit Networking Event

Chapin presented a report on the great success of the annual event. Forty-one people attended and 29 surveys were returned at the end of the night. The surveys that were received all rated the summit as excellent. Several new organizations were represented along with a lot of returning organizations. Chapin reviewed the program format changes and some of the positive comments. She thanked everyone who attended for making it a priority. Jeddelloh agreed stating it was a great event and found the conversations between the participating organizations very interesting.

F. Report on Professional Development Workshop

Hill reported on the recent workshop indicating 24 people attended and the feedback was great. There were several organizations represented such as the Beaverton Arts Commission and the Hillsboro School District. She noted the workshop was co-sponsored by RACC. The topic was fundraising strategies and how to build relationships with corporate sponsors. The presenter, Charles Frasier, was great and Hill indicated they hoped to work with him again.

G. Report on 2020 Vision Action Plan Lead partner Survey

Chapin reviewed the annual report on the 2020 Vision Plan included in the HACC packets. There are eleven (11) Action Items assigned to HACC as Lead Partner. Chapin noted some of the items have been implemented and some are ongoing and will continue as such. Chapin reviewed three specific items:

40.5 Arts Funding Development - *currently being implemented (major milestone);*

40.6 Public Art - *Underway with huge progress such as Mayor's artist gift; Hello Neighbor program; partnership with Jackson Bottom Wetlands Preserve design a gate; and quarterly-rotating art exhibit in the Civic Center Auditorium.*

41.2 - Youth Art - *Right Brain Initiative program in Hillsboro School District; Mayor's Youth Advisory Council annual art competition and exhibition; and other local programs providing youth arts support.*

Chair Jeddelloh stated how really proud she is of what HACC has done stating HACC has undertaken a lot of things and thanked everyone involved.

H. Update on Public Art

Otani reported on the following items:

Hello Neighbor - Lots of feedback. Received grant from the Juan Young Trust, through the HCF, for \$5,000, the full amount requested. Artist Julie Keefe and Otani have met to plan for next year. South Meadows Middle School has purchased prints for display in the school office. There is a lot of interest in participating again. Otani indicated they want to add mentorship and find a role for those kids that participated last year. The program will help the kids develop leadership skills.

Sports Complex - Deadline for submittal of artist images for the Stadium project is November 30. There has been excellent support from the Parks and Recreation Department. The artist selection will be early December.

Jackson Bottom gate - Deadline for artist submittals is December 10th. The call for artists encourages local artists to submit designs even if they are not metal artists. Copies of the call for design posted on the website were available. The Jackson Bottom Wetlands Preserve Board contributed \$1500 to the Jackson Bottom Gate project. The project is fully funded.

Mayor's art work purchase - deadline for submittals is January 15, 2013. A reminder will be sent out. A call was put out for artists to serve on several different selection panels for new public art work. There was also a request to have members of the HACC serve on the selection panels and Otani asked for volunteers. HACC members volunteering are: Kuehn, Scheller, Garman, Jeddelloh, Loughner, Oberlin, Arganbright and Dauer. Nielsen and Helzerman, retiring from HACC, have volunteered as community members.

I. Update on 2013-2014 Community Arts and Culture Grants

The 2013 Community Arts & Culture Grant timeline was included in the HACC packets. Chapin reviewed the timeline pointing out the grant cycle opens January 2 and HACC members interested in volunteering to serve on the Grant Panel will be asked to submit their names on February 27. March 8 is the deadline for submission of applications for staff review and eligible for adjustments and re-submission. The final deadline for all submissions is March 29. Grant panel will be notified of their appointment on April 5. The panel will review the grant applications between May 1 and May 10 and grants will be approved by the full HACC at the May 22 meeting. HACC has budgeted \$24,000 for grants this fiscal year.

IV. Old Business:

None Scheduled

V. New Business:

A. Consider nominating HACC officers for 2013

Caravaca referred to a copy of Article IV. Officers from the HACC Operational Guidelines setting forth the nomination process.

Chair Jeddelloh nominated Elizabeth Oberlin for HACC Chair for 2013. Motion by Kuehn, seconded by Nielsen to approve the nomination of Elizabeth Oberlin as HACC Chair for 2013. The motion passed unanimously.

Vice Chair Oberlin nominated Carol Loughner for HACC Vice Chair for 2013. Motion by Helzerman, seconded by Jeddelloh to approve the nomination of Carol Loughner as HACC Vice Chair for 2013. The motion passed unanimously.

Caravaca expressed appreciation to HACC members for serving as officers. She noted staff calls on the Chair and Vice Chair on various issues. She expressed appreciation to outgoing Chair Jeddelloh and incoming Chair Oberlin. Oberlin noted importance of serving as second in command and shadowing the Chair for a whole year. She

noted HACC consistently stays on message and stays on topics. She said Loughner is a wonderful addition to the officers. Jeddeloh noted that without the staff none of the accomplishments would happen. She said staff does a great job and everyone heartedly thanked staff.

VI. Other Business.

None Scheduled

VII. Announcements and Information Items:

A. Hillsboro Arts & Culture Summit, February 21, 2013

B. HACC Workshop: Social Media - Communities of Engagement with Ash Shepherd, January 10, 2013, 4-6:30 pm.

C. Media Articles

"Hillsboro Community Foundation announces new endowment fund for arts and culture," Oregonian, October 30, 2012

"Foundation launches Endowment Program," Hillsboro Tribune, November 1, 2012

"Hillsboro looking for a few good men and women to serve on boards, commissions," Oregonian, October 23, 2012

D. Open time for HACC member announcements:

Chapin: Referred to the copy of "The Local Scene" in front of each member.

Kuehn: Invited HACC to the Portland Chamber Orchestra performance of Handel's Messiah, December 21, St. Matthew Catholic Church. Complimentary tickets were available.

Nielsen: Distributed stickers for Washington County Cooperative Library Services.

Garman: Hillsboro Community Youth Choir, "Ode to Joy", December 8, Hillsboro High School.

Garman: The Portland Revels: The Christmas Revels: An Appalachian Christmas Celebration, December 7-16.

Kuehn: Encouraging the Director of the Chorale to become an HACC member.

VIII. Meeting adjourned

Chair Jeddeloh declared the meeting adjourned at approximately 5:00 PM.



New Member Bios 2013

Ed Arrington

Ed Arrington has lived in Hillsboro for over 23 years, and has seen the city grow from a small suburb to a major Oregon community. He is a new-business strategy executive at Intel and also runs Fedora AV, a local audio and lighting company that provides live event services in and around Hillsboro, including Showtime at Shute and Celebrate Hillsboro. He has a long legacy of leading volunteer efforts in his church and other non-profit enterprises, and currently serves on the board of Jim Band Music Foundation, a Hillsboro-based non-profit that promotes values-based live entertainment. Because of his work in the community, Ed is very familiar with local arts and culture organizations and community leaders and is interested in making Hillsboro a destination location for major performing arts events.

Christine Martell

Christine Martell is a visual artist and the owner/founder of a small local business called VisualsSpeak. Her business creates image-based tools for team building and strategic visioning activities used by organizations and individuals, putting her “at the intersection of art and business.” She has a strong background on non-profit and professional boards including the ASTD-Cascadia, Artisans Guild of Cape Cod, and the Texas Weavers Guild. Her work has taken her focus out of Hillsboro for the majority of the time she has lived here, and she hopes to become more locally focused through her work with the HACC.

Barbara Mason

Barbara Mason is an arts advocate and has been active in the Washington County arts community for several decades. She is also the co-owner of CF Plastics, a family owned plastic injection molding company in Hillsboro since 1974. Barbara received degrees and certificates from the University of Oregon, PNCA, Portland State University and Oregon College of Arts & Craft. She currently serves on the board of the Washington County Museum. Barbara has also served on a number of arts nonprofit boards including Cultural Coalition of Washington County, Print Arts Northwest, Right Brain Initiative, Portland Art Museum and Art in the Pearl. Barbara believes that “the arts and culture of a society define it and it is what future societies remember.” Through her work in the arts, she strives to leave a strong legacy of arts and culture in our community for future generations.

Anita Menon

Anita Menon is a dancer and the Artistic Director of the Anjali School of Dance in Hillsboro. She has strong ties to Hillsboro’s Indian community and is looking to connect with the broader Hillsboro arts community. Anita has an MBA from Portland State University and is the founder and President of MAI3M, Inc. – the non-profit arm of her dance school. She is also a current member of the Cultural Coalition of Washington County and strongly believes in giving back to this community “that has given (her) so much.”

Bryan Welsh

Bryan Welsh is a photographer and local small business owner, and alumni of Hillsboro High School. He has served on several councils and boards including a Vice Presidency with the Professional Photographers of Oregon and currently serves on the Leadership Hillsboro Advisory Council. Bryan is recognized by the Professional Photographers of America with the degree of Photographic Craftsman and as an Approved Photographic Instructor. He has earned a Fellowship Degree from the Professional Photographers of Oregon. Bryan lectures to schools and organizations both local and nationally and serves on many Art / Print competition panels. Bryan is looking for ways to give back to his local community, become a stronger member of the Hillsboro arts community and participate in Hillsboro 2020 initiatives – the HACC will enable him to do that.



Memorandum

Date: January 8, 2013
To: Finance Committee
From: Michael Brown, City Manager
Subject: Request for Funding from Bag & Baggage

Requested Finance Committee Action:

Please consider forwarding a recommendation to the City Council to approve a request for funding from Bag & Baggage. The amount requested by Bag & Baggage is \$30,000 annually for operating support. If this item is recommended, please authorize the transfer of any necessary appropriations for FY 12-13.

Background

Bag & Baggage is a professional theatre company founded in 2005 that operates out of the Venetian Theatre Bistro in downtown Hillsboro. Bag & Baggage is the only professional arts organization and the largest cultural arts organization in the City. They estimate 17,500 people visit their shows annually. The Hillsboro Arts & Culture Council (HACC) has provided Bag & Baggage with a \$3,000 grant for the past several years. If this annual request is approved by the Council, Bag & Baggage would no longer apply for a grant from the HACC.

The requested funding from the City serves two main purposes. First, additional funding is needed to support operations given significant growth since being founded. Second, an increase in local funding will aid in receiving greater funding from large arts foundations.

The City has a history of strong support for cultural arts organizations, particularly in downtown Hillsboro. The Hillsboro 2020 Vision includes supporting cultural arts as a strong focus. Listed below are some examples of City support for cultural arts organizations.

Hillsboro Artists' Regional Theatre (HART)

HART is a non-professional theatre company that operates out of a 99-seat theatre facility built and owned by the City. It is located at 185 SE Washington Street and operated by Friends of HART, a non-profit community organization formed in 1997.

The City provided \$60,000 to HART to help in its capital campaign back in 2007. In addition, the City effectively provides a rent subsidy, currently about \$18,000 a year, assuming that market rent is about \$9/sq ft/year. HART has a ten year lease which expires in 2017. By amortizing the initial capital subsidy over the ten years (not accounting for inflation), and also accounting for the annual rent subsidy, it is accurate to say that the City is currently subsidizing HART at about \$24,000 per year.

Sequoia Gallery & Studios

Sequoia Gallery & Studios is an artist collective that operates out a building located at 136 SE 3rd Avenue. The Hillsboro Visual Arts Association (HVAA) is the parent non-profit that runs Sequoia. The City paid approximately \$300,000 on tenant improvements to the facility to assist Sequoia in moving to the site. In exchange for the City taking on the tenant improvement costs, local businessman Gene Zurbrugg gave the City a very good deal on the rent. The City pays a total of about \$42,000 a year for rent, utilities, and property taxes – and the HVAA in turn reimburses the City. So operationally, the project has a net zero impact on the City's budget as we are not subsidizing the operations. The City has a 5-year lease with Mr. Zurbrugg with two five-year extension options (we just signed another 5 year lease, using up one of the two five-year extensions). At the end of the leases (15 years) the City will have ended up subsidizing the HVAA about \$20,000 per year not accounting for inflation (\$300,000 tenant improvements divided by 15 years).

Hillsboro Community Foundation (HCF)

The City provided a verbal commitment of \$50,000 per year for three years, as long as sufficient quality of work is performed. In return for the funding, the HCF has agreed to prioritize Parks and Recreation projects, such as the Arts and Culture Endowment, while continuing to work on existing goals. So, in essence, the City is funding the services it receives from this local organization. The partnership with the City strengthens HCF and enables them to enhance the charitable services they provide to the entire community.

Washington County Museum (WCM)

The City recently leased the WCM approximately 13,150 square feet of space on the 2nd floor above Starbucks and Outdoors In at the City Civic Center. It is a 15-year lease with two 5-year extension options. The first 15 years are provided without a lease payment, with the exception of building maintenance and utilities for which WCM pays \$5 per square foot. WCM will pay market rate rent after that time if the lease is extended. A rough estimate of the value of that City subsidy, based on a rough estimate of \$12.5 per square foot, is \$164,000 annually over the 15 year period.

Such funding relationships between local governments and flagship non-profit arts organizations are commonplace throughout the State of Oregon. Examples include the following:

- The City of Tigard supports the Broadway Rose Theatre Company;

- The City of Beaverton supports the Beaverton Civic Theatre; and
- The City of Portland supports numerous organizations, including ballet, Opera, Symphony, art museum and Portland Center Stage.

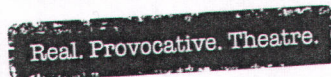
The City receives benefits from having Bag & Baggage located downtown including positive economic impacts from cultural tourism via audiences patronizing local business establishments and press and publicity benefits via press coverage and reviews.

If the City provides Bag & Baggage with funding, staff recommends that Bag & Baggage annually provide the City Council with information about the economic impacts to downtown and other reporting information that helps justify the Council's funding. Such information could include:

- 1) number of patrons outside the City that attend Bag & Baggage productions annually;
- 2) patron ticket sale trends;
- 3) assessment of press coverage inside and outside the City;
- 4) estimated financial impact to downtown or other businesses due to Bag & Baggage; and
- 5) annual visitor's survey.

Budget Impact:

This is an unbudgeted item. If the Finance Committee recommends approval of \$30,000 of support to Bag & Baggage for FY 12-13, the General Fund's special expenditures budget will be increased by \$30,000. Funding for future years would be determined each year during the City's budget process.



Artistic Director Scott Palmer

City of Hillsboro Operating Support Request Additional Information

Request Amount: Why \$30,000?

Bag&Baggage Productions is currently engaged in a major 3-year Advancement Campaign project. This project involves multiple requests to some of the Northwest's largest and most prestigious Foundations and Trusts (including the Meyer Memorial Trust, the Murdock Foundation, the Oregon Community Foundation and the Collins Foundation) to fund a major and much needed expansion of our staffing capacity. In total, our campaign is seeking more than \$500,000 over the next three years to fund the expansion of our staff, including hiring a new Development Officer and Marketing Officer.

Feedback from these funders has been clear and explicit: **without significant Operating Support commitments from local municipalities, our funding requests are unlikely to succeed.**

The rationale is clear: why would major Foundations and Trusts provide multiple year funding commitments to Bag&Baggage when there is no consistent funding from the local governments who benefit most from our services? How can these Foundations trust that Bag&Baggage will be financially strong and have the kind of longevity that other arts and culture groups possess due to Operating Support commitments from their local governments? The answer is equally clear: without significant Operating Support commitments, Bag&Baggage is seen as less stable than other arts groups who possess direct funding relationships with their local governments.

Our request to the City of Hillsboro represents approximately 10% of our total Operating budget. When combined with the Regional Arts and Culture Council's annual Operating Support grant (awarded last year and given annually in July) of approximately \$10,000, the City of Hillsboro's contribution of \$30,000 will enable us to claim nearly 15% of our Operating budget confirmed annually. This amount will be seen as a significant indicator of our financial health and a strong commitment from local governments to the long term success of Bag&Baggage. It is ultimately a powerful tool for leveraging future funding. A lesser amount will still be useful to our bottom line, but anything less than 10% will not be recognized as significant support by other major funders.

Is \$30,000 An Appropriate Funding Amount?

The City of Hillsboro already has a number of special funding relationships with other arts and culture groups in the City (both private and public providers of cultural experiences). Our request for \$30,000 is only a few thousand dollars more than some of those existing funding agreements and is significantly less than many others. In fact, our request for \$30,000 is approximately the median amount of current funding arrangements.

As an example of “return on investment,” consider the following information about City support and comparative attendance figures:

Arts Group	City Funding/Value	Annual Attendance
Bag&Baggage Productions	\$3,000 (HACC Grant)	17,500 plus 4,000 students
Sequoia	\$20,000	3,000
HART Theatre	\$24,000	1,600
Hillsboro Community Foundation	\$50,000 annually for 3 years	n/a
Washington County Museum	\$75,000 (estimate)	8,000
Walters Arts Center	\$570,000	12,500 ticket-buyers plus free event attendees

As you can see, Bag&Baggage is the most popular arts group in the City of Hillsboro but, remarkably, we receive the smallest contribution from the City of Hillsboro and those funds are not guaranteed (we apply for funding via competitive grants through the Hillsboro Arts and Culture Council).

Other ROI for the City of Hillsboro

Bag&Baggage is not simply a provider of arts experiences for the people of Hillsboro. In fact, we take our role as a tourist destination, employer and profile-raiser for the City very seriously. We are one of the only arts groups in Hillsboro who regularly engage in audience surveys, economic impact studies, press coverage analysis and ticket-buyer profiling; these activities help strengthen our case for Operating Support from the City of Hillsboro. Here are a few of the more important results of that research:

- 68% of our audiences are from within Hillsboro, 15% from Washington County and 17% of our audiences come from outside of Washington County;
- Bag&Baggage has twice been recognized by the Washington County Visitors Association as the Arts and Culture Attraction of the year, in part due to our efforts at attracting cultural tourists to our performances;
- Audience survey results indicate that 72% of our audience members visit local restaurants and downtown shopping as part of their attendance at our shows, generating significant financial impacts for local retailers;
- Bag&Baggage consistently receives excellent press coverage both in local newspapers (the Argus and the Hillsboro Tribune), but also receives regional and national press coverage (including the Oregonian, the Portland Monthly, the Corvallis Gazette Times and specialty arts/theatre publications such as New York Stage, Stage Magazine, Stage Directors and Choreographers Magazine, Theatre Magazine, and more). This coverage raises the profile of the company regionally and nationally, helps attract more audiences and raises the profile of the City of Hillsboro as a destination and as a livable community;
- Bag&Baggage works in close partnership with dozens of Hillsboro and Washington County arts groups in collaborative marketing efforts, including Stages Youth Theatre, Sequoia Gallery, HART Theatre, Broadway Rose, the Washington County Museum, Portland Center Stage, ART Theatre, Third Rail, the Oregon Ballet Theatre, the Portland Opera, the Portland Symphony and others;
- Bag&Baggage works closely with other non-profit organizations to help promote charitable causes, such as the Hillsboro Schools Foundation, City View Charter School, the Virginia Garcia Clinic, DePaul Treatment centers, and donates tickets to a huge range of fundraising events such as the Hillsboro Rotary, Hillsboro Chamber of Commerce and others.

Bag&Baggage: A Growing Reputation for Excellence

Over the past five years, Bag&Baggage's reputation for excellence in performing arts has grown exponentially. In fact, the organization is poised to transform from a scrappy, suburban theatre into a truly statewide and nationally relevant theatre company with a unique mission and a national reputation for excellence. Already, our work is gaining notoriety for excellence, ambition and skill.

Recent press coverage and critical reviews of our work have included the following:

The Oregonian's Editorial Board on our TEN4ONE education program:

"This is no device for padding the attendance numbers... Instead it is an outreach by Bag&Baggage to extend the franchise to those who might not otherwise experience live theatre and its surprises, intimacies and engagement. This is just the right kind of grassfire in the arts. Students and schools can be grateful -- but so, too, can a wider community that depends on so much more than making the bottom line."

The Portland Monthly on Kabuki-Titus:

"They are sneaky, confident, outspoken, skilled, and happy to rile... gaining notoriety for innovation, daring, and craftsmanship to match any Portland theater...Bag&Baggage is a regional powerhouse."

The Oregonian on Of Mice and Men:

"Given the election-season debates over joblessness, recession, social responsibility and American individualism, it's easy to see the value of revisiting John Steinbeck's Depression-era classic, "Of Mice and Men." Certainly, this play is the product of another time, but as much as it recalls the troubled 1930s it can speak to us now -- a fact demonstrated by Bag&Baggage's moving production of this formidable drama ... Steinbeck gives us characters who struggle against isolation and loneliness and who search futilely for deep human connections. Palmer and his very able cast trace with sensitivity and power the characters' failed efforts to overcome despair."

The Willamette Week on The Tempest, or The Enchanted Isle

"Director and founder Scott Palmer's update of William Davenant and John Dryden's 1667 adaptation—which re-tinkered the fantastical tragicomedy into a wildly popular Restoration-era political farce before virtually becoming a lost text—is a bawdy riot full of winking innuendos and enough prissy, glam-rock bravado to make Bowie rip his tights... Bag&Baggage should be applauded for crafting this unique and utterly batty comedy. The Bard, methinks, would abide."

The Willamette Week on Shakespeare's R&J:

"Were *R&J* simply a well-acted performance, it would be exceptional. That it manages to make fresh that which is stagnant and wholly invigorates throughout is remarkable. It reminds you why people fell in love with the story to begin with..."

The Portland Monthly on Shakespeare's R&J:

"I don't say this lightly: Google map Hillsboro's Venetian Theatre, get in your car, and go see Bag&Baggage's production of *Shakespeare's R&J* before it's over next weekend. Like no adaptation I've seen, it re-instills the raw, dangerous, thrilling, and emotional poignancy that the story has lost... I understand: Hillsboro is a haul. Perhaps make an outing of it with dinner and drinks at the Venetian's vaulted restaurant. But if you want to understand what it's like to watch *Romeo and Juliet* for the first time again, untainted by all the predecessors, make the trip."

New York's Simply Show Biz on The Tempest, or the Enchanted Isle

"Audiences stand a better chance of catching Halley's Comet twice in the same lifetime than of seeing this almost lost Restoration-era classic. Palmer's approach to Shakespeare is truly unique, stressing our relationship to the Bard and the Bard's relationship to drama, all at the same time."

Bag&Baggage: Economic Impact of Our Work in Hillsboro¹

The Regional Arts and Culture Council provides all Operating Support granted organizations with an "Economic Impact" calculator to determine their ratio of economic impact for the greater Portland metropolitan area. Using this formula, Bag&Baggage (at current funding levels) provides the following economic benefit to Hillsboro:

Bag&Baggage Direct Spending (Operating Budget) Economic Impact		
Economic Impact Category	Multiplier (Greater Portland)	Bag&Baggage Result
Full Time Equivalent Jobs	3.72	11.5 fte equivalent
Resident Household Income	\$76,776	\$230,000
Local Government Revenue	\$4,039	\$12,000
State Government Revenue	\$4,888	\$14,600
TOTAL		\$256,600

Additional economic impact comes from average per-person event-related spending. These figures are based on total estimated audience multiplied by average per-person expenditures for the Greater Portland area. Using this formula, Bag&Baggage audiences (at current audience levels) provides the following economic impact to Hillsboro:

Bag&Baggage Audience Spending Economic Impact (Direct Spending)		
Economic Impact Category	Multiplier (Greater Portland)	Bag&Baggage Result
Refreshment	\$1.88	\$32,900
Meals (before/after)	\$11.44	\$200,200
Souvenirs/Gifts	\$2.99	\$52,325
Clothing/Accessories	\$1.75	\$30,625
Ground Transportation	\$2.51	\$43,925
Event-related child care	\$0.46	\$8,050
Overnight lodging (one night)	\$2.67	\$46,725
Other	\$0.54	\$9,450
TOTAL	\$24.24	\$424,200

These figures can then be used to determine the FTE impact of our audience spending on Hillsboro:

Bag&Baggage Audience Spending Economic Impact (FTE Direct and Indirect)		
Economic Impact Category	Multiplier (Greater Portland)	Audience Spending Result
Full Time Equivalent Jobs	2.71	15.7 fte equivalent
Resident Household Income	\$51,910	\$814,000
Local Government Revenue	\$4,342	\$68,000
State Government Revenue	\$3,733	\$58,600
Total		\$940,600

¹ Based on RACC's formula, non-profit arts groups divide their total annual budget by \$100,000 and multiply that result by the assessed FTE, resident household income, and revenue figures determined by the included ratios. Details of this "Economic Impact Calculator" can be found at www.racc.org/sites/default/files/AEP3calculator.pdf



Hillsboro Arts and Culture Council

Second Quarter Report for October 1 - December 31 2012

	Oct-Dec '12	Oct-Dec '11	FY 12-13	FY 11-12
Revenue				
Program Revenue	\$ 1,237	\$ 455		\$ 1,405
Total Revenue	\$ 1,237	\$ 455		\$ 1,405
Expense				
Full Time Labor & Benefits	\$ 38,664	\$ 23,198	\$ 77,243	\$ 52,631
Part Time Labor	\$ 7,823	\$ 8,296	\$ 15,861	\$ 15,322
Supplies and Materials	\$ 1,632	\$ 71	\$ 7,148	\$ 1,640
Advertising & Printing	\$ 1,476	\$ 1,252	\$ 2,553	\$ 1,580
Postage	\$ -	\$ 176	\$ 326	\$ 176
Contractual Services	\$ 2,803	\$ 1,500	\$ 2,803	\$ 3,023
Other Services	\$ -	\$ -	\$ 1,550	\$ 1,550
Total Expense	\$ 52,398	\$ 34,493	\$ 107,484	\$ 75,922

Total Budget FY 12-13: \$303,648

